

e-BUSINESS DEVELOPMENT DIRECTOR. HAM LAKE, MINNESOTA

An e-Business Development Director wanted for an integrated biotechnical company Located in Ham Lake, MN. The company is engaged in the business of researching, developing, and distributing wholesale patented and/or proprietary dietary health ingredients used as nutritional supplements.

Education and Experience Requirements:

- MS- Digital Marketing or any fields related to eCommerce
- Must have at least one year experience in the job offer or any occupation related to Marketing Managers

Job Duties:

1. Formulate and implement e-commerce policies, sales strategies, and operations to develop and grow the sale of the employer's patented and/or proprietary nutritional supplements manufactured for the food and beverage industry.
2. Plan and direct e-commerce platforms and business information technology platforms to develop the sales of the employer's nutritional supplements
3. Oversee and manage daily operations of e-commerce sales of nutritional supplements in target markets, including overseeing independent contractors.
4. Oversee research and development of strategies to expand in target markets through offering new product lines, pricing, and business partnerships through business information technology.
5. Direct e-commerce project delivery. Ensure that the Company maximizes its sales potential through the implementation of innovative E-Commerce and digital marketing techniques and strategies for the website.
6. Establishes long-term sales targets based on market condition in different countries. Monitor the crucial stages and marketing cycle of biotechnical products.
7. Oversee the team members to perform the following activities:
 - Conduct business intelligence analysis and modeling in areas of profitability, supply chain and logistics, etc.
 - Grow customer database and develop and other web-based promotional strategies.
 - Apply quantitative and qualitative research to address supply and demand planning metrics, and drive top and bottom line growth for the global biotechnical industry.

Specific skills and other requirements:

1. Prior experience must include:
 - Search, gather and study Asia Pacific and US market condition, food and beverage trade and its regulatory requirements
 - Research the possibility of E-commerce (B2B, B2C, B2B2C) and forecast the effect or potential benefit.
2. Must have knowledge of:

- Database management,
- Website development
- Business Process Management (BPM)
- Financial modeling and corporate valuation,
- Regression and statistical analysis,
- Project management
- Intangible resource management
- Business Analytics (SAS programming)
- SEM & SEO

Please mail resume to Leo, Bioenergy Life Science, Inc. 13840 Johnson St., NE, Ham Lake, MN 55304. Job Code: WL2019.